

INTISARI

Penelitian ini bertujuan untuk menilai keefektifan implementasi program Kader JKN-KIS dari empat indikator, yaitu kesesuaian program Kader JKN-KIS dengan misi dan visi BPJS Kesehatan, kesesuaian program Kader JKN-KIS dengan hukum dan regulasi yang berlaku di negara Republik Indonesia, kinerja Kader JKN-KIS berdasarkan fungsinya sebagai pengumpul iuran dan keefektifan biaya program Kader JKN-KIS. Selain itu penelitian ini juga bertujuan untuk mengidentifikasi faktor-faktor yang menjadi kunci kesuksesan dan penghambat implementasi program Kader JKN-KIS. Hasil penelitian menunjukkan bahwa implementasi program Kader JKN-KIS sudah efektif berdasarkan indikator kesesuaian dengan visi dan misi perusahaan BPJS Kesehatan, begitu pula dengan indikator hukum dan regulasi. Berdasarkan indikator keefektifan biaya, implementasi program Kader JKN-KIS juga sudah memenuhi prinsip keefektifan biaya dengan menerapkan sistem imbal jasa berbasis kinerja. Namun berdasarkan indikator kinerja berdasarkan fungsinya sebagai pengumpul iuran tingkat keefektifannya masih sangat rendah, yaitu sebesar 11,26% dari target yang ditetapkan. Faktor-faktor yang menjadi kunci kesuksesan implementasi program Kader JKN-KIS adalah komitmen manajemen dan pegawai BPJS Kesehatan, pembiayaan program Kader JKN-KIS, imbal jasa Kader JKN-KIS, penggunaan sistem teknologi informasi, dan monitoring dan evaluasi program Kader JKN-KIS. Sedangkan faktor-faktor yang menjadi penghambat implementasi program Kader JKN-KIS adalah ketidakpuasan dengan program JKN-KIS, ketidakmampuan peserta JKN-KIS dalam membayari iuran, kinerja Kader JKN-KIS kurang optimal, data kepesertaan BPJS Kesehatan, dan hambatan sistem teknologi informasi.

Kata Kunci: Strategi, Manajemen Strategik, Manajemen Kinerja, *Key Performance Indicator*, Faktor Pendorong Keberhasilan Implementasi, Faktor Penghambat Implementasi, Kader JKN-KIS, BPJS Kesehatan

ABSTRACT

This study aims to assess the effectiveness of the implementation of Kader JKN-KIS program in the view of four indicators, namely the conformity of Kader JKN-KIS program with the mission and vision of BPJS Kesehatan, the conformity of Kader JKN-KIS program with the laws and regulations applicable in the Republic of Indonesia, Kader JKN-KIS performance based on its function as the collector of contributions and the cost-effectiveness of Kader JKN-KIS program. In addition, this study also aims to identify the factors as the key to success and the inhibitors of the implementation of Kader JKN-KIS program. The results showed that the implementation of Kader JKN-KIS program was effective based on the indicator of conformity with the vision and mission of BPJS Kesehatan company, as well as with the law and regulation indicator. Based on the indicator of cost effectiveness, the implementation of Kader JKN-KIS program has also met the principle of cost effectiveness by implementing a performance-based reward system. However, based on indicator of performance based on its function as the collector of contributions, the level of effectiveness was very low of 11.26% of the target set. The key factors for the successful implementation of Kader JKN-KIS program were the commitment of management and employees of BPJS Kesehatan, the Kader JKN-KIS program financing, Kader JKN-KIS reward system, the use of information technology system, and monitoring and evaluation of Kader JKN-KIS program. Meanwhile, the inhibiting factors for the implementation of Kader JKN-KIS program were dissatisfaction to JKN-KIS program, the inability of JKN-KIS participants to pay contributions, inoptimal Kader JKN-KIS performance, data on BPJS Kesehatan, and information technology system barriers.

Keywords: *Strategy, Strategic Management, Performance Management, Key Performance Indicator, Driving Factors for Successful Implementation, Inhibiting Factors for the Implementation, Kader JKN-KIS, BPJS Kesehatan*